

Analisis pengaruh buyer supplier relationship terhadap kualitas dan total biaya barang direct pada perusahaan dealer alat berat (studi kasus PT Trakindo Utama) = The influence of buyer supplier relationship on quality and total cost of direct goods at heavy equipment dealer (case study PT Trakindo Utama) / Lucya Amanda

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Abstrak

[ABSTRAK

Tantangan bagi PT. Trakindo Utama pada saat ini adalah bagaimana memastikan bahwa barang-barang direct memiliki supply management yang dapat diandalkan. Terutama dalam pengadaan barang-barang direct yang berkualitas dan dengan total biaya perolehan yang minimal. Sebagai perusahaan yang bergerak di bidang penjualan (dealership), kualitas barang dituntut untuk selalu terjaga dengan baik dan juga biaya perolehan barang hendaknya minimal agar PT. Trakindo mendapatkan keleluasaan dalam pengambilan margin. Pada saat ini gejala yang ditemukan adalah adanya keluhan dari user (engineer) maupun pelanggan yang memesan barang direct, yang menyatakan bahwa barang tersebut sering terdapat defect (cacat) ataupun spesifikasi yang dipesan tidak sesuai dengan yang diminta. Jumlah retur juga semakin meningkat atas barang-barang direct. Berdasarkan studi literatur dan jurnal, salah satu usaha untuk meningkatkan kualitas barang dan menurunkan total biaya perolehan adalah dengan membina buyer-supplier relationship. Hal ini sesuai dengan karakteristik perusahaan dealership yaitu dapat berusaha untuk meningkatkan kualitas dengan cara meningkatkan aspek diluar sisi produksi fisik barang tersebut seperti dari sisi relasi dengan pemasoknya. Oleh sebab itu, akan diteliti lebih lanjut pengaruh antara buyer-supplier relationship dengan kualitas dan total biaya perolehan barang demi meningkatkan supply management yang baik bagi PT. Trakindo Utama. Penelitian ini menggunakan metode deskriptif, dengan pengolahan data menggunakan regresi linear serta secara kualitatif dengan melakukan interview kepada pihak-pihak terkait penelitian ini.

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ABSTRACT

Challenge for PT. Trakindo Utama nowadays is about how to ensure direct item have reliable supply management. Especially in procurement of direct goods which require high quality and low total cost of ownership. As a company that run dealership type of business, quality of goods is expected to be well maintained all the time and also the total cost of ownership of the goods should be minimized in order to get the opportunity to increase the margin. Currently, the symptom that occurred is there is complaint from the users (engineer)/ customer because of

defect or incorrect specification which does not comply with the initial order. Number of return to vendor is increasing also. Based on literature study and journal, one of the solutions to improve the quality and decreasing the total cost of ownership is via developing the buyer-supplier relationship. Therefore, this research will continue to check whether there is influence of buyer-supplier relationship in quality and total cost in order to improve supply management in PT. Trakindo Utama. This research is using descriptive method and data processing using linear regression. Interview is performed to confirm the result of linear regression to the parties that related to this research, Challenge for PT. Trakindo Utama nowadays is about how to ensure direct items have reliable supply management. Especially in procurement of direct goods which require high quality and low total cost of ownership. As a company that runs dealership type of business, quality of goods is expected to be well maintained all the time and also the total cost of ownership of the goods should be minimized in order to get the opportunity to increase the margin. Currently, the symptom that occurred is there is complaint from the users (engineer)/ customer because of defect or incorrect specification which does not comply with the initial order. Number of return to vendor is increasing also. Based on literature study and journal, one of the solutions to improve the quality and decreasing the total cost of ownership is via developing the buyer-supplier relationship. Therefore, this research will continue to check whether there is influence of buyer-supplier relationship in quality and total cost in order to improve supply management in PT. Trakindo Utama. This research is using descriptive method and data processing using linear regression. Interview is performed to confirm the result of linear regression to the parties that related to this research]